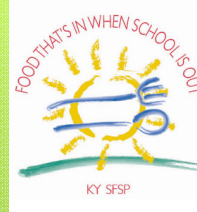




## NSLP Requirements for SFSP and School Breakfast Outreach

The D.I.S.H. May 2014



## SFSP Outreach

The Healthy, Hunger-Free Kids Act of 2010 (the Act), Public Law 111-296, establishes requirements for conducting outreach to households on the availability of Summer Food Service Program (SFSP) meals.



## SFSP Outreach

SFSP 04-2011, SP 15-2011 states that to the maximum extent practicable, ensures that school food authorities (SFAs) cooperate with SFSP service institutions to inform eligible families of the availability and location of free meals for students when the regular school year ends.

## What does this mean?

SFA's should promote summer feeding sites in the attendance area of their schools, regardless if their own district is sponsoring the feeding sites.

## Why?

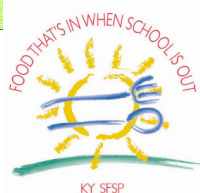
- For children who rely on free and reduced price meals the summer months can be difficult when budgets may be stretched.
- Studies show that kids are at a higher risk for both obesity and hunger during the summer months.

## Healthy Options

By promoting summer feeding, students and their families can find free, healthy meals during the summer months.

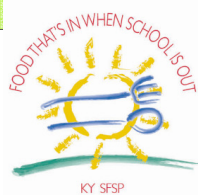
## Promotion of Summer Feeding

If an SFA is contacted by a summer feeding sponsor to provide information on summer feeding sites, SFA's must provide that information to their students.



## SFSP Outreach

An SFA can distribute information to households including the location of nearby SFSP meal sites, times of service, and SFSP service institution contact information. The SFAs may distribute the information through means normally used to communicate with the households of enrolled children.

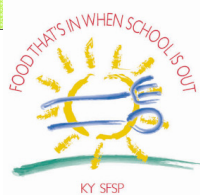


## SFSP Outreach

Acceptable activities may include developing or disseminating printed or electronic materials to families of school children prior to the end of the school year, which provide information on the availability and location of SFSP meals.

## Creative ways to distribute information

- "One call" to parents
- Flyers to families in student backpacks
- District website
- SFSP posters
- PTO/PTA meeting presentation
- Contact community groups, churches to help get the word out!



## SFSP Outreach

The SFSP Outreach Toolkit for Sponsors and Feeding Sites includes fliers, letters to parents, and other materials that may help schools raise program awareness among students and their families. The SFSP Toolkit is available at

[http://www.fns.usda.gov/cnd/Summer/library/SFSP\\_toolkit.pdf](http://www.fns.usda.gov/cnd/Summer/library/SFSP_toolkit.pdf)

## No Summer Program?

If an SFA is not sponsoring summer feeding sites and has not been contacted by another organization, SFA's can still promote summer feeding to their students.



## How to promote

- Contact SFSP staff at SCN and request summer feeding posters to display in schools.
- Provide the web address to the Whyhunger website where families can search for summer feeding sites anywhere in the U.S.

<http://www.whyhunger.org/findfood>



## Breakfast Outreach

The Healthy, Hunger-Free Kids Act of 2010 (the Act), Public Law 111-296, establishes requirements for conducting outreach in the Summer Food Service Program (SFSP) and the School Breakfast Program (SBP).



## Breakfast Outreach

Policy Memo SP-40-2011 was issued on June 15, 2011 states that schools participating in the SBP must inform families of the availability of breakfasts.



## Breakfast Outreach

A notification of the availability of breakfast must be relayed just prior to or at the beginning of the school year in the informational packets that are sent to each household with free and reduced price meal applications for the new school year. In addition, schools should send reminders regarding the availability of the SBP multiple times throughout the school year.





## Breakfast Outreach

Schools can provide reminders to children through their public address systems in schools or through means normally used to communicate with the households of enrolled children. Other acceptable outreach activities may include developing or disseminating printed or electronic material to families and school children. For example, information about the SBP should be posted on the school's website.



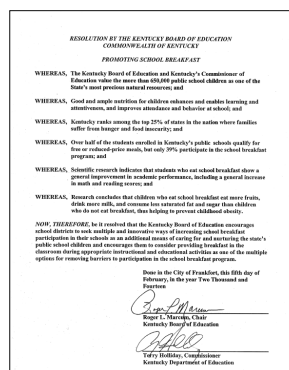
## Breakfast Outreach

SFAs are encouraged to use the information in *Expanding Your School Breakfast Program*, the SBP Toolkit found at

<http://www.fns.usda.gov/cnd/Breakfast/expansion/default.htm> , as a resource for outreach and expansion activities.

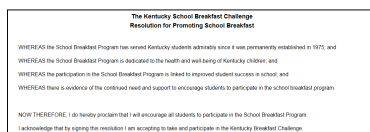
## Resolution by the Kentucky Board of Education Promoting School Breakfast

- In February 2014, the Kentucky Board of Education signed the Breakfast Proclamation showing their support of the importance of the School Breakfast Program!



## The Kentucky Breakfast Challenge

- To support and celebrate the proclamation; SCN, SUDIA and Action for Healthy Kids launched the Kentucky Breakfast Challenge.



## How does the Challenge work?

- Schools that participate will measure their ADP for breakfast of 2014 and compare it to their ADP for school breakfast of September of 2013.
- Schools that have the greatest percentage increase (the top three) win a cash prize.
- Schools will be competing in one of six categories: CEP (Elem, Mid, High) and NON-CEP (Elem, Mid, High)

## Would you a few new ideas to increase your participation?

- SUDIA and Action for Healthy Kids are both offering grant opportunities to provide funding and assistance to help make your program the best.
- For more information: see the School Breakfast Resource page on our website.

Step 2: Strengthen Your School Breakfast Program. Evaluate and energize your school breakfast program. SCN has several resources provided on this home page for use. Also, several grants are available for schools that are interested.

[Kentucky BREAKFAST CHALLENGE GRANT APPLICATION](#)

[Kentucky Breakfast Challenge Information](#)

[Action for Healthy Kids Grant Information Statement](#)

[2014-2015 Action for Healthy Kids Grant Application](#)

[Action for Healthy Kids - KY Breakfast Challenge Signature Page](#)

## Have questions?

- If you have any questions or need assistance regarding the Kentucky Breakfast Challenge, contact:

Katie Embree-Cleveland

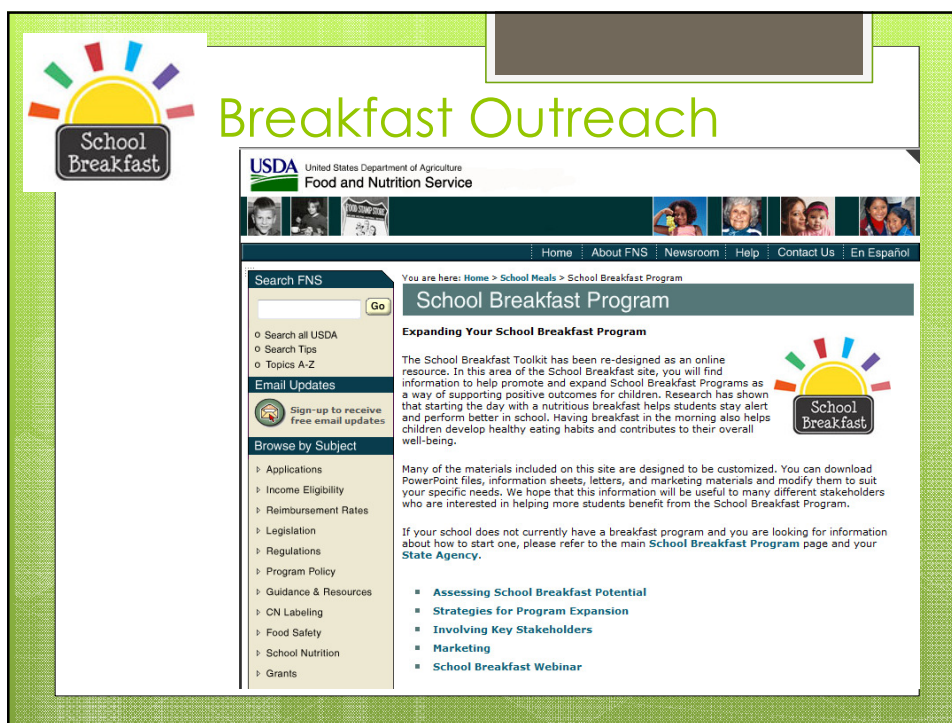
[Kathryn.Embree-Cleveland@education.ky.gov](mailto:Kathryn.Embree-Cleveland@education.ky.gov)

## Take the Challenge!



## Breakfast Outreach

Many helpful SBP expansion resources and materials are available through Team Nutrition, State agencies and other local, State and national organizations.



# Breakfast Outreach

**USDA** United States Department of Agriculture  
**Food and Nutrition Service**

Home | About FNS | Newsroom | Help | Contact Us | En Español

You are here: Home > School Meals > School Breakfast Program

## School Breakfast Program

### Expanding Your School Breakfast Program

The School Breakfast Toolkit has been re-designed as an online resource. In this area of the School Breakfast site, you will find information to help promote and expand School Breakfast Programs as a way of supporting positive outcomes for children. Research has shown that starting the day with a nutritious breakfast helps students stay alert and perform better in school. Having breakfast in the morning also helps children develop healthy eating habits and contributes to their overall well-being.

Many of the materials included on this site are designed to be customized. You can download PowerPoint files, information sheets, letters, and marketing materials and modify them to suit your specific needs. We hope that this information will be useful to many different stakeholders who are interested in helping more students benefit from the School Breakfast Program.

If your school does not currently have a breakfast program and you are looking for information about how to start one, please refer to the main [School Breakfast Program](#) page and your [State Agency](#).

- Assessing School Breakfast Potential
- Strategies for Program Expansion
- Involving Key Stakeholders
- Marketing
- School Breakfast Webinar

# Outreach and Administrative Reviews

Module: School Breakfast and Summer Food Service Program Outreach	
1600.	How did the SFA inform families of the availability of the School Breakfast Program prior to, or at the beginning, of the school year and provide reminders about the availability of the School Breakfast Program throughout the school year?
1601.	How did the SFA inform eligible families about the availability and location of free meals for students via the Summer Food Service Program?

## Outreach and Administrative Reviews

### Module: School Breakfast Program and Summer Food Service Program Outreach

1602.	For each question on the Off-Site Assessment Tool (Questions 1600-1601), do the responses provided demonstrate compliance with FNS requirements?  If NO, explain.	YES	NO

Comments:

*Thank You!*